

**Remarks**

This application has been carefully reviewed in light of the Office Action mailed March 6, 2003. Applicants appreciate the Examiner's consideration of the Application. Although Applicants do not necessarily agree with or acquiesce to the Examiner's statements in connection with the restriction requirement, Applicants have cancelled Claims 19-31 and 54-55. Claims 1-18, 32-53, and 56-61 remain pending. Applicants respectfully request reconsideration and allowance of all pending claims.

**Applicants Elect Claims 1-18, 32-53, and 56-61**

Applicants affirm the election of Claims 1-18, 32-53, and 56-61 and cancel Claims 19-31 and 54-55 without prejudice or disclaimer.

**Applicants Propose Amendments to Drawings**

The Examiner objects to the reference to FIGURE 11 at Line 10 of Page 34 of the Specification. Instead of amending the Specification, Applicants propose simply changing both "FIG. 11A" at the bottom of Sheet 9 and "FIG. 11B" at the bottom of Sheet 10 to "FIG. 11." Applicants also propose changing "FROM FIG. 11B" to "FROM SHEET 10" at the top of Sheet 9; changing "TO FIG. 11B" to "TO SHEET 10" at the bottom of Sheet 9; changing "FROM FIG. 11A" to "FROM SHEET 9" at the top of Sheet 10; and changing "TO FIG. 11A" to "TO SHEET 9" near the bottom of Sheet 10. Marked-up sheets showing the proposed changes to FIGURE 11 and replacement sheets are attached. Applicants respectfully request that the Examiner accept the proposed amendments to FIGURE 11 and withdraw the objection to the Specification.

The Examiner objects to the drawings because the Specification does not mention a reference number in FIGURE 5. Applicants propose changing "76" in FIGURE 5 to "64." A marked-up sheet showing the proposed change to FIGURE 5 and a replacement sheet are attached. Applicants respectfully request that the Examiner accept the proposed amendment to FIGURE 5 and withdraw the objection to the drawings.

**Independent Claims 1 and 32 are Allowable over *Kurzrok***

The Examiner rejects independent Claims 1 and 32 under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent No. 6,260,064 to Kurzrok ("*Kurzrok*"). *Kurzrok* merely discloses a website rating system that receives ratings of an article or advertisement that is limited to only a portion of a web page, generates a cumulative rating of the article or advertisement, and provides the cumulative rating of the article or advertisement to a requester.

In contrast, independent Claim 1 of the Application recites:

A system for reporting to a website owner page-specific subjective user reactions concerning each of a plurality of particular web pages of a website, comprising:

a database containing page-specific subjective user reaction information for each of the plurality of particular web pages of the website, the page-specific subjective user reaction information for a particular web page reflecting page-specific subjective user reactions to the particular web page as a whole received from users that have accessed the particular web page; and

a reporting module coupled to the database and operable to generate one or more reports using the page-specific subjective user reaction information for communication to the website owner, each report reflecting page-specific subjective user reactions across the plurality of particular web pages of the website and allowing the website owner to identify one or more particular web pages of the website for which the page-specific subjective user reactions are notable relative to page-specific subjective user reactions for other particular web pages of the website.

Independent Claim 32 recites substantially similar limitations.

*Kurzrok* fails to disclose, teach, or suggest limitations recited in independent Claim 1. As an example, the articles and advertisements disclosed in *Kurzrok* are limited to only portions of web pages, and the corresponding ratings are necessarily directed to the articles and advertisements rather than the web pages on which they appear. *Kurzrok* plainly fails to disclose, teach, or suggest ***page-specific*** subjective user reaction information ***for a particular***

*web page* reflecting *page-specific* subjective user reactions *to the particular web page as a whole*, as recited in independent Claim 1.

As another example, *Kurzrok* clearly fails to indicate any relationships whatsoever between the disclosed cumulative ratings of articles and advertisements and particular web pages. Therefore, *Kurzrok* necessarily fails to disclose, teach, or suggest a report reflecting *page-specific* subjective user reactions *across a plurality of particular web pages of a website* and *allowing the website owner to identify one or more particular web pages of the website for which the page-specific subjective user reactions are notable relative to page-specific subjective user reactions for other particular pages of the website*, as recited in independent Claim 1.

For at least these reasons, independent Claims 1 and 32 are patentably distinct from *Kurzrok*, whether *Kurzrok* is considered alone or in combination with any other cited reference or with knowledge that was generally available to those of ordinary skill in the art at the time of the invention. Accordingly, Applicants respectfully request reconsideration and allowance of Claims 1 and 32 and all their dependent claims.

**Conclusion**

For at least the foregoing reasons, and for other reasons clearly apparent, Applicants respectfully request reconsideration and full allowance of all pending claims.

If the Examiner believes a telephone conference would advance prosecution of the Application, the Examiner is invited to call the undersigned attorney for Applicants, Christopher W. Kennerly, at 214.953.6812.

Enclosed is a check in the amount of \$110.00 for a one-month extension of time. The Commissioner is hereby authorized to charge any fee and credit any overpayment to Deposit Account No. 02-0384 of Baker Botts L.L.P.

Respectfully submitted,  
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FIG. 4

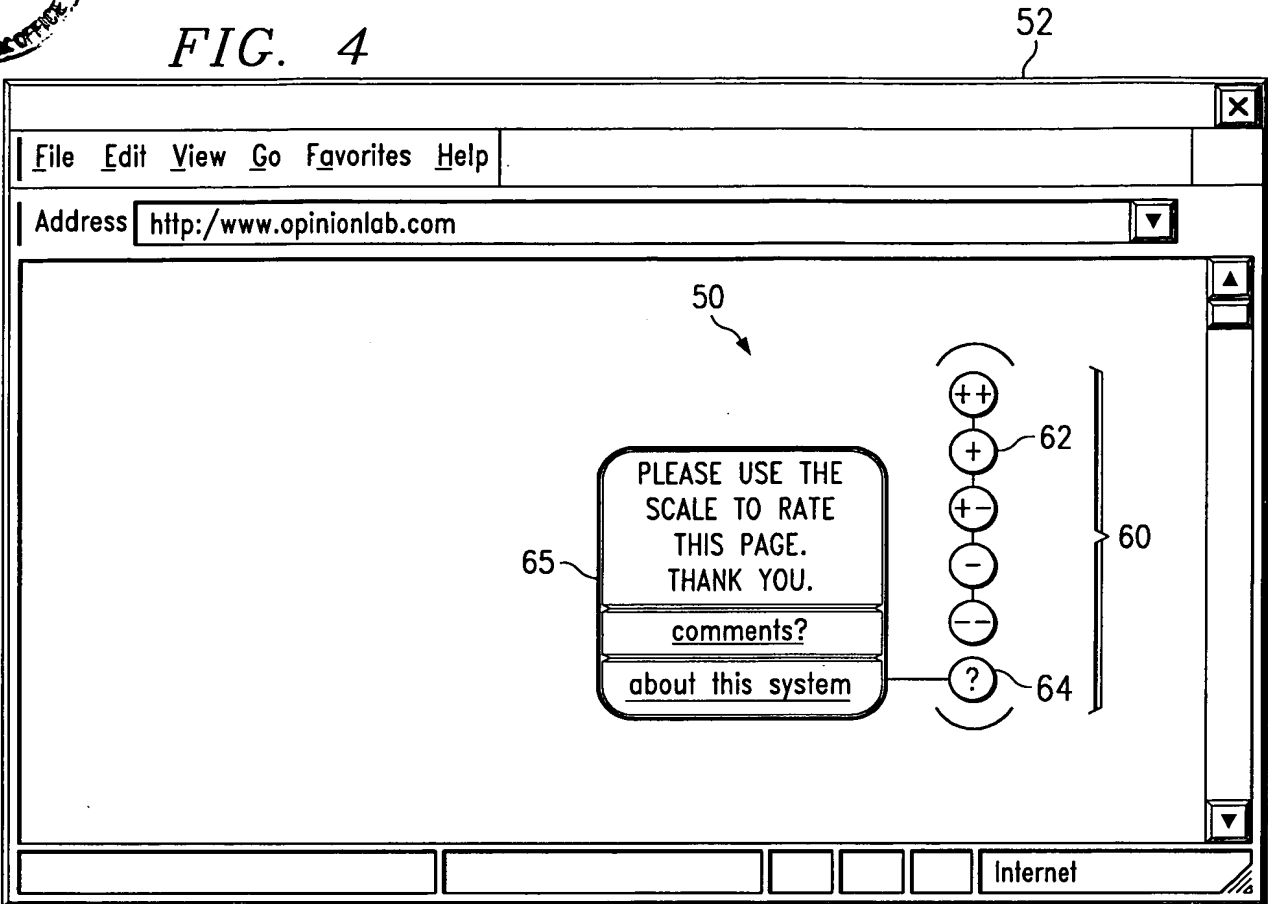
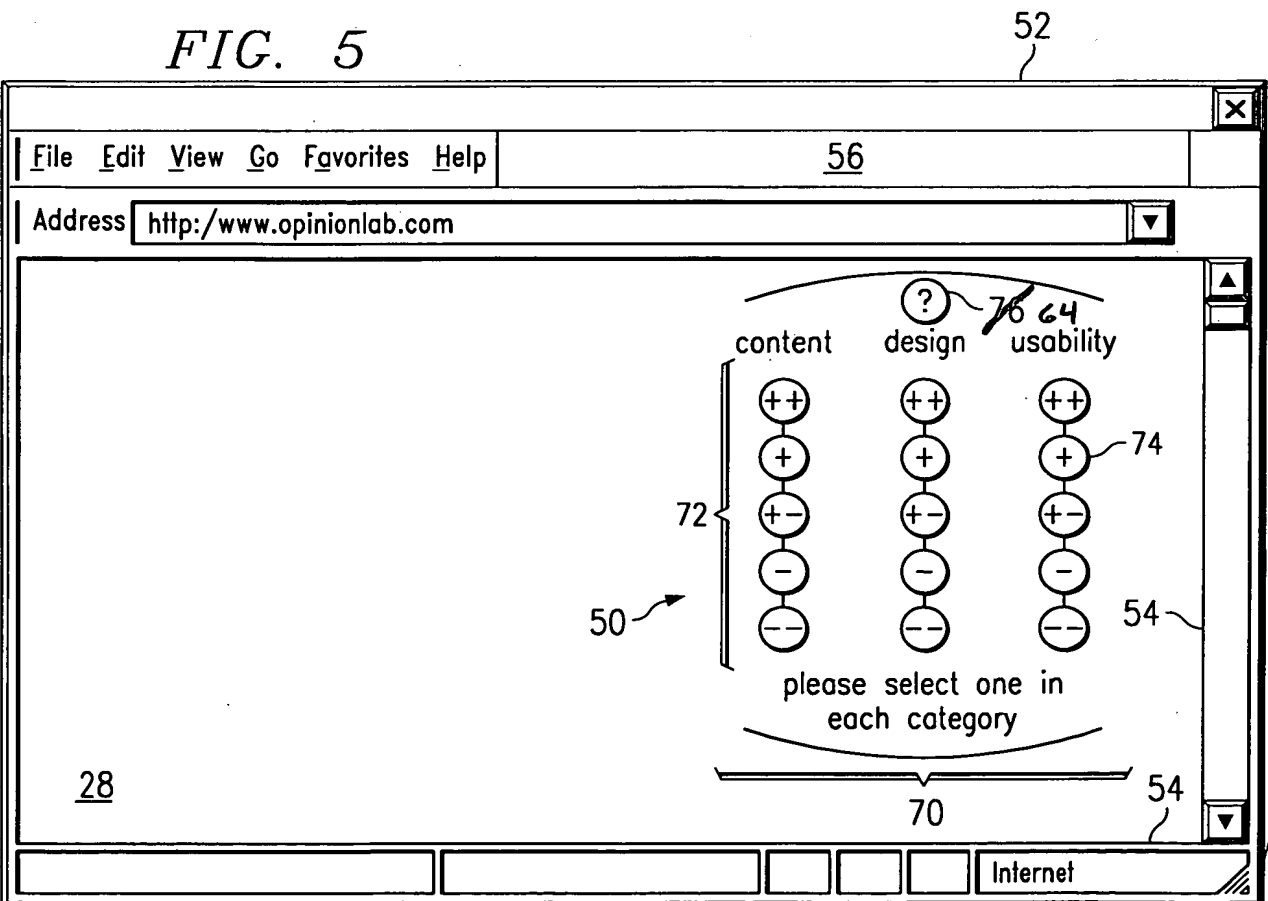


FIG. 5



SHEET ID

FROM FIG. 11B

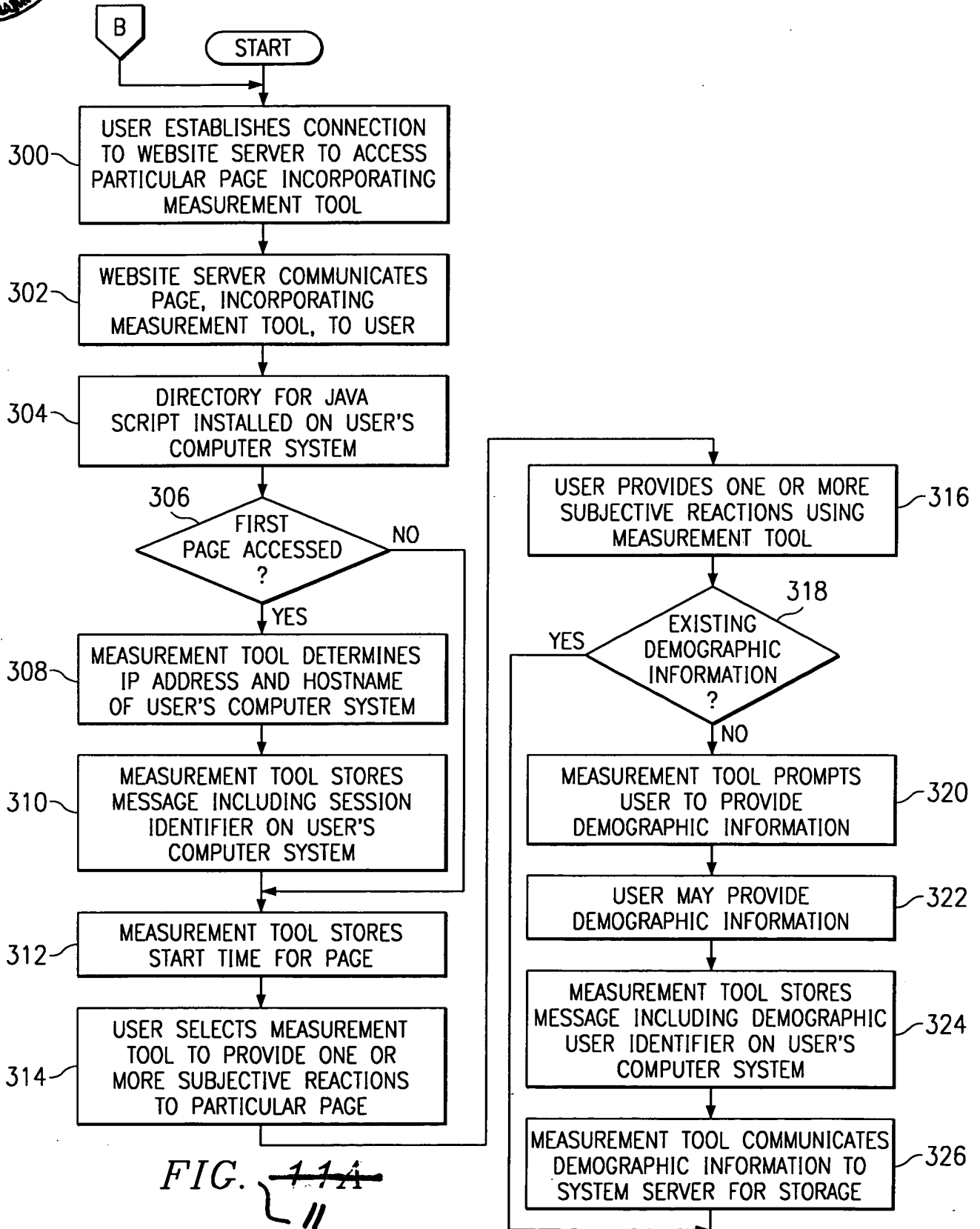


FIG. 11A

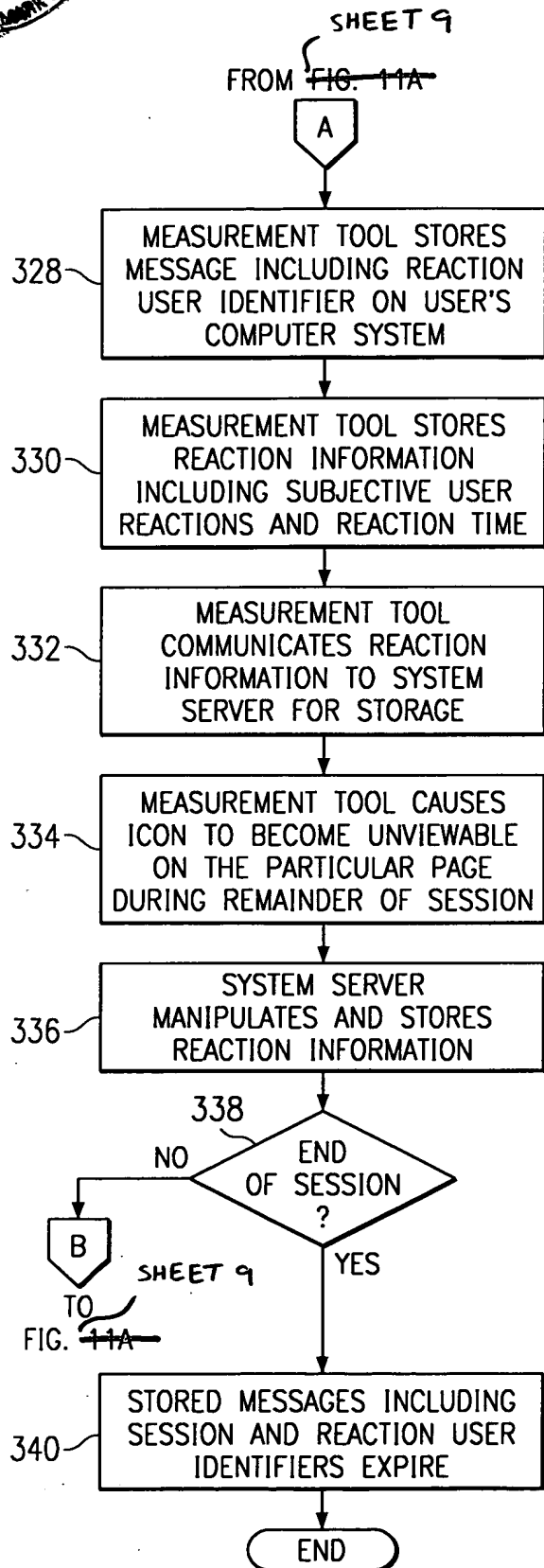


FIG. 11B

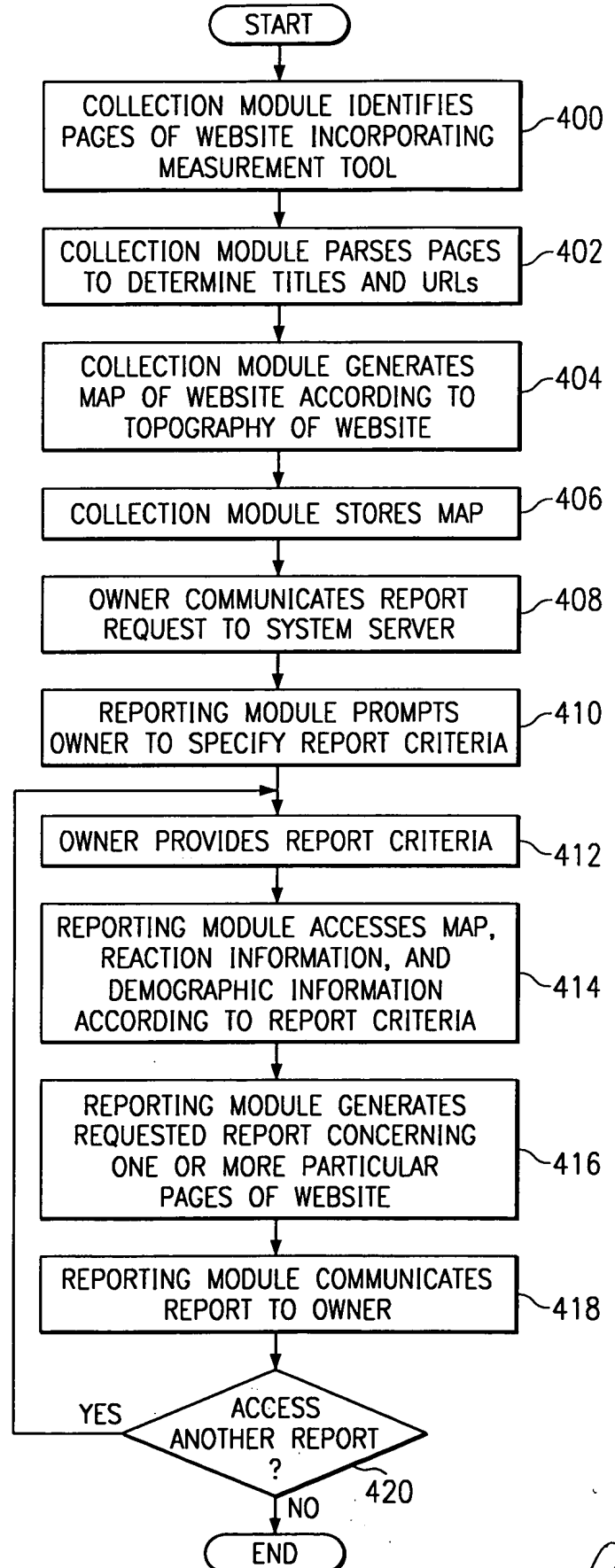


FIG. 12